

**City of Milpitas  
Economic Development Commission  
Monday, October 10, 2005 6:00 PM**

**APPROVED MINUTES**

**I. Flag Salute**

Vice Chair DeSmidt called the meeting to order at 6:00 p.m. and led the Pledge of Allegiance.

**II. Roll**

Commissioners Present:

Dhaval Brahmbhatt\*

Frank De Smidt

Ray Maglalang

Minh Nguyen\*

Donald Peoples

Barbara Santos

Charlene Tsao

\*Late Arrival

Commissioners Absent: Vincent Songcayawon, Pat Songsiri, and Tomo Tuong Nguyen

Council Liaison: None

City Staff: Diana Whitecar, Cindy Maxwell

**III. Announcements**

Vice Chair DeSmidt asked staff to investigate whether the latest version of the sign ordinance was posted on the city web page.

Diana Whitecar introduced herself as the new Economic Development Manager (EDM). Cindy Maxwell announced that she would be transferring to the city's Planning Division.

Chairman Brahmbhatt arrived at 6:10 p.m.

**IV. Citizens Forum**

Richard Ruth, resident, spoke about a Cupertino growth control ballot measure and asked the Commission to send a letter in opposition prior to the election. Discussion followed but no decision was made regarding this request.

Chairman Brahmbhatt assumed leadership of the meeting.

## **V. Approval of Agenda**

Commissioner Peoples reminded the Commission of his comments at the previous meeting about the importance of developing a detailed work plan. Commissioner Maglalang noted that the Commission is suppose to hear from the EDM and then act on the Implementation Plan at this meeting. Commissioner Peoples gave examples of issues the Commission should pursue, such as compact parking stalls and restrictions on impervious surfaces for hillside homes. Maxwell reviewed the process for placing items on the agenda.

### **Motion to approve the agenda as submitted.**

M/S: Maglalang/DeSmidt

Ayes: All      Noes: None

Absent: Songcayawon, Songsiri, T.T. Nguyen

Abstaining: Santos

Chairman Brahmbhatt welcomed Barbara Santos as the new Commission representative from the Milpitas Unified School District.

## **VI. Minutes**

**Motion** to approve the August 8 and September 12, 2005 minutes as submitted.

M/S: Peoples/DeSmidt

Chairman Brahmbhatt asked if the last motion on page 4 of the September 12 minutes was correct. He indicated that he thought the Commission had completed their work on the Plan and had not continued it for further discussion. Discussion followed.

Commissioner Peoples withdrew his motion.

**Motion** to approve the September 12 minutes amended to delete from Section IX. Next Meeting Agenda the following from the first sentence “Motion to continue discussion of the Plan to the next meeting and...”

Motion by Maglalang. The motion died for lack of a second.

### **Motion to approve the September 12, 2005 minutes as submitted.**

M/S: Maglalang/DeSmidt

Ayes: All      Noes: None

Absent: Songcayawon, Songsiri, T. T. Nguyen.

### **Motion to approve the August 8, 2005 minutes as submitted.**

M/S: DeSmidt/Maglalang

The Commission discussed the motions made and passed on the Implementation Plan at the August 8 meeting.

Ayes: Brahmbhatt, DeSmidt, Maglalang, M. Nguyen, Peoples, Tsao.

Noes: None    Abstain: Santos

Absent: Songcayawon, Songsiri, T. Nguyen.

## **VII. Unfinished Business**

### **1. Request from Commissioner Peoples.**

Commission Peoples indicated that he had specifically asked for several items to be agendised for discussion and they were not reflected on the agenda. The two items he requested were a) Work Plan for the Commission, b) parking requirements that conflict with economic development goals; and c) need for executive housing, i.e. the hillside ordinance is too restrictive. He indicated there were other examples of this type of issue that the EDC could be addressing. He questioned what the focus of the EDC is.

## **2. Draft Implementation Plan**

Chairman Brahmbhatt introduced the discussion of the draft Implementation Plan. Commissioner Peoples indicated that he would like to see the new EDM develop a detailed implementation plan. Whitecar explained that she had prepared an action plan in San Mateo and that the draft Implementation Plan is simply a summary of the Strategic Plan. She asked if the Commission wanted the draft Implementation Plan incorporated into her work plan. She suggested that the Commission focus on defining their role and perhaps create side groups to do research and to advocate for changes recommended in the Plan.

Discussion followed and it was generally agreed that the Commission assists the EDM by providing feedback and input rather than telling the EDM what to do. Whitecar suggested that she prepare an action plan. She indicated that she felt the development of a database of existing businesses and other local information is more valuable to create the foundation of information that response to a branding program would necessitate. She indicated that because there was not sufficient data in place, that it would not be appropriate to initiate a branding effort now. She asked additional time to review and respond to the Commission on the draft Implementation Plan. Whitecar indicated she would return with a 100-day plan.

Commissioner Maglalang addressed the importance of working on the City's image and asked that the ED Manager's work plan be consistent with the goals and objectives of the Strategy. Commissioner Tsao described her concern about serving the diverse business community and the importance of providing translations.

The Commission discussed clarifying their role and obtaining comments from the EDM on the draft Implementation Plan. Vice Chair DeSmidt suggested that the meetings offered to businesses on the sign ordinance be offered in shopping centers. He expressed concerns about traffic controls on Main Street and asked that the City establish a program to encourage business retention. The Commission further discussed their role including the need to communicate issues heard from the business community.

As the meeting drew to an end, Whitecar distributed an announcement of a nanotechnology seminar and a business assistance program in San Diego. She discussed the NOVA caseloads for job seekers and that Milpitas had the 2<sup>nd</sup> highest applicant pool. She indicated the need to improve the City's website and that she would return at the next meeting with a work plan that ties in with the draft Implementation Plan. Commissioner Maglalang advised Whitecar of the City's website Commercial Database and Commissioner de Smidt indicated that the database was not available to outside users due to some technical issues with the system.

Commissioner Maglalang requested information on installing WiFi citywide. He expressed concern that there were not many hot spots and that this is an important need for business travelers. He indicated that the Embassy Suites does not offer Internet connection as an included benefit but as a

paid service. Commissioner M. Nguyen asked if this service could be provided free. Whitecar indicated that she would bring information back to the EDC on this.

**Motion that the Economic Development Manager use the draft Implementation Plan as a tool in developing the ED Manager work program.**

M/S: Peoples/DeSmidt

Ayes: All      Noes: None      Abstain: None      Absent: Songcayawon, Songsiri, T. T. Nguyen.

**VIII. New Business**

**1. Sign Ordinance Update**

Whitecar discussed outreach to the business community on the sign ordinance changes and asked for suggestions on best methods.

**2. South Bay Business Fair**

Whitecar distributed a brochure and noted the City would have a table at the event and coordinate with the Milpitas Library and Chamber of Commerce.

**3. Small Business Workshop**

Whitecar reminded the Commission about the Chamber of Commerce's upcoming small business workshop.

**IX. Next Meeting Agenda**

The Commission discussed items to be on the next meeting agenda and the status of the Farmers' Market. It was the consensus to have the following items on the November 14 agenda:

- Work plan for implementing Economic Strategic Plan.
- Discussion of Commission's role.
- Report from staff on WiFi feasibility in Milpitas.
- Whether to hold a December meeting.

**X. Adjournment**

The Chairman adjourned the meeting at 8:00 p.m.

Respectfully Submitted,  
Cynthia Maxwell